

350 West

1933

A CENTURY
OF PROGRESS
CHICAGO

ARMCO-FERRO PORCELAIN ENAMELED HOUSE
BUILT BY FERRO ENAMEL CORPORATION
AND AMERICAN ROLLING MILL COMPANY



An Interesting Material

DO you know what Porcelain Enamel is? Do you know that you use it every day in your home, and that once this material was used exclusively for art treasures?

Reading the history of Porcelain Enamel, we find that it was used for altars and beautiful statues in early Greek and Roman times. And even before that, enameling had been practiced in Egypt.

From Rome and Greece the art spread to England and Ireland. Then it became highly popular in France for snuff-boxes, jewel cases and portraits. Meanwhile, missionaries carried the art to China, where the finest cloisonne vases have been produced.

Porcelain Enameling became commercial in the 19th century when central Europeans discovered that it could be applied to iron and steel objects, such as cooking utensils and bath-tubs.

What it Is Where Used

PORCELAIN Enamel is really glass, fused to metal at such high temperatures that the two become a part of each other.

Porcelain Enameled metal is rust-proof and fire-proof. It resists weathering. It never needs painting—is as strong as steel and as easily cleaned and as beautiful as glass. All colors are available.

Small wonder that Porcelain Enamel has many uses. Here are but a few:

- Ranges
- Refrigerators
- Washing-machines
- Cooking-utensils
- Restaurant Equipment
- Table-tops
- Signs
- Shingles and Tile
- Bath-room Fixtures
- Sinks
- Building Interiors
- Building Exteriors

What We Make

WE make a full line of Porcelain Enamels, to be applied to stoves, ranges, refrigerators, building-parts, etc., in the plants of other manufacturers, who are our customers.

We have the largest plant in the world for the manufacture of Porcelain Enamels, and operate factories in Canada, Holland and France.

In presenting the Armco-Ferro Porcelain Enameled Frameless Steel House, we hope to demonstrate the many fine qualities of Porcelain Enamel and to play a part in future architecture—Porcelain Enamel Architecture!

The customers we serve are able to make porcelain enameled parts for you. If you are interested in having someone quote you, send us your name, and we will gladly refer you to the plants nearest your home.

In addition, we design, build and install porcelain enameling equipment.

Ferro Enamel Corporation
Cleveland, Ohio